

HIGH WEST WHISKEY FIRST ANNUAL PRAIRIE DASH SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES.
A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

- **PROMOTION PERIOD:** The High West Whiskey First Annual Prairie Dash Sweepstakes (the "Sweepstakes") begins at 12:00 AM Eastern Time ("ET") on June 1, 2021 and ends at 11:59 PM ET on June 30, 2021 (the "Promotion Period").
- **ELIGIBILITY:** The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia, who are 21 years of age or older as of date of entry. Employees of Constellation Brands, Inc. ("Sponsor"), Don Jagoda Associates, Inc. ("Administrator"), their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies (collectively, "Released Parties"), any person affiliated with the alcoholic beverage industry, including but not limited to retailers of alcohol products, and their immediate and extended family members (including but not limited to spouses, domestic partners, parents, children, and siblings) and household members of each (whether related or not) are not eligible to participate or win. Void where prohibited by law. All federal, state and local laws and regulations apply. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- **TWO WAYS TO ACCESS THE WEBSITE TO PARTICIPATE IN THE SWEEPSTAKES:**
 - **VIA QUICK RESPONSE CODE ON DISPLAY:** During the Promotion Period, look for special Sweepstakes displays at participating Corona retailers with a Quick Response ("QR") code. Scan the QR code with your web-enabled mobile device ("Device") to be directed to the Website (defined below).
 - **VIA WEBSITE:** During the Promotion Period, go to race.highbwest.com ("Website").

After completing either of the actions described above, follow the instructions to complete and submit the online entry form ("Entry") and play the Game in an effort to earn points to receive Entries into the Sweepstakes (as broken out below). If you do not wish to play the Game, you may click where indicated to earn 10 Entries into the Sweepstakes. All Entries must be received by 11:59 PM ET on June 30, 2021. Sponsor is donating \$1.00 for each eligible Entry into the Sweepstakes, up to one donation per week, per eligible entrant. Sponsor will make a maximum \$50,000 total donation. Multiple entrants are not permitted to share the same email address to submit an Entry.

Entries received based on Game play points are as follows:

Score Threshold
Total number of Entries
1 point
1 Entry
2-500 points
5 Entries
501-1000 points
10 entries

1001-1500 points

15 Entries

1501-2000

20 Entries

2001-2500

25 Entries

2501-3000

30 Entries

3001-3200

32 Entries

3201-3400

34 Entries

3401-3600

36 Entries

3601-3800

38 Entries

3801-4000

40 Entries

4001-4200

42 Entries

4201-4400

44 Entries

4401-4600

46 Entries

4601-4800

48 Entries

4801-5000

50 Entries

Maximum number of Entries received per person is 100 entries, regardless of method of Entry or combination of methods of Entry. Once you have reached that maximum, you may continue to play the Game but you will not accumulate any more Entries.

- **RANDOM DRAWING:** The random drawing to select one (1) Grand Prize winner will be conducted on or about July 3, 2021 from among all eligible Entries received. Random drawing will be conducted by Administrator, an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. The odds of winning will depend on the total number of eligible Entries received.

- **GRAND PRIZE WINNER NOTIFICATION:** Potential Grand Prize winner will be notified by phone and/or email and will be required to complete and return via email/email link, an Affidavit of Eligibility/Declaration of Eligibility, a Release of Liability and, if legally permissible, a Publicity Release within three (3) days of Administrator's attempted delivery of same. Noncompliance within any specified time period or return of Grand Prize/Grand Prize notification as undeliverable, or declining Grand Prize for any reason, will result in disqualification without further notice and an alternate winner may be selected in a random drawing from among all remaining eligible Entries received.

- **PRIZE & ACTUAL RETAIL VALUE ("ARV"):** One (1) Grand Prize: A "Long Weekend" trip for winner to Park City, Utah, awarded in the form of a \$10,000 check for winner. Grand Prize also includes a \$5,000 check for winner to help offset his/her tax liability (ARV \$15,000). No alcohol included with prize. Prize consists of only the items specifically listed as the prize in these Official Rules.

- **GENERAL CONDITIONS, RELEASE AND LIMITATION OF LIABILITY:** Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner is responsible for any and all federal, state and local taxes. Grand Prize winner will receive an IRS Form 1099 from Administrator for the actual value of the

Grand Prize. No transfer, assignment, substitution or cash equivalent for any prize will be permitted, except at the sole discretion of the Sponsor due to prize unavailability for any reason. In such circumstance, an alternate prize of equal value will be awarded and Sponsor's obligation to the winner will be fulfilled, and no other additional compensation will be provided. Resale of prize is prohibited. In no event will more than the stated prize will be awarded. If an entrant submits more than the stated number of Entries permitted, and/or if the Sponsor or Administrator suspects that an entrant attempted to obtain additional Entries by using multiple or different email addresses, registrations, identities or any other method, Sponsor and Administrator will void that entrant's Entries and that entrant may be disqualified. Entries generated by script, macro or other automated means and Entries by any means which subvert the entry process are void. Entries will not be acknowledged or returned. The Released Parties are not responsible for lost, late, incomplete, misdirected, invalid or unintelligible Entries, which will be disqualified. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services to create fraudulent phone numbers and/or identities) will void all Entries by that entrant. Normal internet access and data charges imposed by your internet/wireless phone service provider may apply. See your internet/wireless provider for pricing plan details. In the event of a dispute as to any Entry, the authorized account holder of the email address used to enter will be deemed the entrant. The "authorized account holder of the email address" is the natural person assigned an email address by an Internet access provider, online service provider or other organization, (e.g., business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder associated with the Entry. In exchange for the right to participate in the Sweepstakes, entrants/winner agree to release, discharge and hold harmless Released Parties from and against any and all liability (including, but not limited to, damages caused or claimed to be caused, losses, or injury) arising out of participation and/or acceptance/use or misuse of the prize, and agree to be bound by these Official Rules and Administrator's or Sponsor's decisions, which are final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. The Released Parties are not responsible for any typographical or other error in the printing of the Sweepstakes material, administration of the Sweepstakes or in the announcement of the prize. NOTICE: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The Released Parties are not responsible for faulty, incorrect, undeliverable or mistranscribed phone/email transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer, phone or Device related to or resulting from participating in or experiencing any materials in connection with the Sweepstakes, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer or device transmission that may limit a user's ability to participate in the Sweepstakes. The Released Parties assume no responsibility for undeliverable emails, including but not limited to those resulting from any form of active or passive email filtering by a user's Internet service provider and/or email client or for insufficient space in user's email account to receive email. All entrants understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state, territory, or country that may be applicable with respect to the foregoing release are hereby expressly and forever waived. All participating entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY."

The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims. Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, misconduct or technical failures threaten the integrity of the Sweepstakes; or if a computer virus, bug, or other technical problem corrupts the administration or security of the Sweepstakes as determined by Sponsor and Administrator, in their sole discretion. In the event of termination, a notice will be posted online and the drawing will be conducted from among all eligible Entries received, prior to termination. Any damage made to the Website by an entrant will be the responsibility of the entrant and/or the authorized email account holder of the email address submitted at the time of Entry. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

- **PUBLICITY:** Acceptance of prize constitutes permission for the Sponsor and its agencies to use winner's name and/or likeness and Entry for purposes of advertising and trade without further compensation, including a winner list, unless prohibited by law.

- **DISPUTES:** THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF ILLINOIS, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or connected with this Sweepstakes, shall be resolved individually without resort to any form of class action and exclusively before a court having jurisdiction located in Cook County, Illinois. In any such dispute, under no circumstances will entrant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental or consequential damages, including reasonable attorneys' fees, other than entrant's actual out-of-pocket expenses (e.g., evidenced costs associated with entering this Sweepstakes). Entrant further waives all rights to have damages multiplied or increased.

- **PRIVACY:** Any personal information that an entrant provides in connection with the Sweepstakes shall be used by Sponsor and Administrator to administer this Sweepstakes, contact entrants, and for the other purposes set forth in the Sponsor's privacy policy located at www.cbrands.com/privacy-policy. By entering this Sweepstakes, you agree to and accept that privacy policy. If entrant authorizes, by opting in, Sponsor may provide entrant with information relating to products, services and promotions of Sponsor and affiliates of Sponsor.

- **WINNER LIST:** To receive a Winner List by email, send an email to ConstellationBrands@donjagoda.com with "WINNER #2772-83" in the subject line. Requests must be received by July 31, 2021. Winner List will be sent after the prize has been awarded.

- **SPONSOR:** Constellation Brands, Inc., 131 South Dearborn Street, Chicago, IL 60603.

- **ADMINISTRATOR:** Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.

Please enjoy our whiskeys responsibly. ©2021 High West Distillery, Park City, UT